



ASU NTDC

NBA TRADE DEADLINE COMPETITION



ARIZONA STATE UNIVERSITY
WOMEN
LAW STUDENTS
ASSOCIATION



We've outlined five core elements of this event that will allow this event to (1) bolster our reputation as a Sports Law program, (2) provide greater professional avenues for our students, and (3) increase recruiting potential for Sandra Day O'Connor College of Law.

Events Calendar



NOVEMBER



2023

111 E Taylor St, Phoenix, AZ 85004

02

CASUAL DRESS

Early Afternoon: Informal Event walk through

Late Afternoon: Meet & Greet w/ available judges following walkthrough

03 FRI

BUSINESS CASUAL

Morning: Check in & Continental Breakfast

Early Afternoon: Trade Deadline Period

Evening: Students should take this evening to prepare presentations for Saturday

04 SAT

BUSINESS PROFESSIONAL

Morning: Check in & Continental Breakfast

Early Afternoon: Presentations & independent lunch break

Late Afternoon: Speaking panel / Q&A

Evening: Closing reception, top 3 teams announced



MORE INFORMATION



@asutradedeadline on Instagram

1. We are Building a Network:

The following judges have each expressed interest in judging the competition and believe this event is necessary for creating a pathway to student recruiting in the professional basketball industry.

Dave Lewin

Assistant GM, Boston Celtics



Samer Jassar

**Director of Basketball Strategy,
Milwaukee Bucks**



Trevor Bukstein

Assistant GM, Phoenix Suns



Bobby Marks

Salary Cap Expert & Writer, ESPN



Doug Collins

50-year NBA Veteran



Amber Nichols
GM, Capital City Go-Go



Brett Greenberg
Assistant GM, Washington Wizards



Yale Kim
**Basketball Operations Analyst,
Phoenix Suns**



Sam Kaplan
**Manager of Basketball Strategy,
Washington Wizards**



David Morway
**20-year NBA Executive,
Indiana Pacers**



Asjha Jones

**Director of Basketball Strategy,
Portland Trail Blazers**



Steven Schwartz

**Vice President of Basketball Strategy,
Utah Jazz**



Jon Phelps

**Sr. Director of Basketball Strategy,
Detroit Pistons**



Michael Scheinert

**Manager of Basketball Strategy,
Detroit Pistons**



Buddy Scott

**Basketball Strategy Analyst,
Boston Celtics**



Sean Kiely

**Basketball Strategy Analyst,
Portland Trail Blazers**



Eric Pincus

**Salary Cap Expert & Writer,
Bleacher Report**



Keith Smith

**Salary Cap Expert & Writer,
Spotrac**



Seth Partnow

**Analytics Expert & Author,
Former Milwaukee Bucks**



Ruth Kaiser

**Salary Cap Analyst,
Milwaukee Bucks**



Makar Gevorkian
**Director of Salary Cap Strategy,
Brooklyn Nets**



Jeff Siegel
Salary Cap Expert, Klutch Sports



John Ross
**Founder of Get In the Game,
Former Portland Trail Blazers**



Brian Dameris
**Director of Player Development,
Former Dallas Mavericks**



James Kopanidis
**Basketball Strategy Analyst,
Oklahoma City Thunder**



Potential Panelists

(There are many backup options)

Melissa Goldenberg
**Sr. VP & General Counsel,
Phoenix Suns**



Bobby Ollman
General Counsel, Phoenix Suns



Brian Davison
**Entrepreneur,
Former Nike and Bucks Executive**



Nona Lee
**Former General Counsel,
Arizona Diamondbacks**



Sheree Wright
**Founder & CEO,
IBF Law Group**



2. We Have Support From Industry Leaders:

We've managed to secure partnerships with some of professional basketball's largest entities before we've even operated the event once. This eagerness to get involved perfectly demonstrates the basketball industry's need and interest with an event of this kind that's student-oriented rather than for profit.



Sports Business Classroom is the industry leader in professional basketball development. Owned by the Co-Founder of NBA Summer League, Sports Business Classroom has an NBA Network that stems from Adam Silver himself down. Each year, Sports Business Classroom selects roughly 120 applicants to participate in an event very similar to the NBA Trade Deadline Competition and they have to deny applicants that were willing to pay \$7,000+ for the opportunity.



Sportradar is one of the industry-leading sports-tech companies that owns the leading software for scouting in both the NBA and collegiate athletics, Synergy. The founder of Synergy believed this idea was necessary to create a cohesive understanding of the professional basketball industry and will be providing free software resources for the participating students to use during the event.



Spotrac is the largest online sports team, and player contract resource on the internet. In support of the event, they are sending capologist Keith Smith to the event and paying us to be the exclusive cap provider for the competition in 2023.



Cerebro Sports is the data-centric global player scouting hub that features over 500,000 of the world's top players at all levels of men's and women's sports. They are funded in part by Mark Cuban and have one of the most innovative software platforms in the NBA. Cerebro Sports offered to provide all of our participating students with free software access for the duration of the competition.

3. We Have Support From Our Students and Organization Leaders:

In addition to the thirty students we have assisting with event operations, we have five student organizations in full support of this event. Our goal is to use the networking platform that this competition can provide to connect the legal sides of professional basketball to the front-office sides of the industry. Through this event, we can secure legal speaking panels that consist of lawyers for labor unions, sports law firms, in-house counsel (at teams and the league office), and more.



So, in general, this is a big deal for the school as a whole. Many of the schools that hold these types of practical competitions are in the east, those schools being Tulane, Fordham, etc. This competition could build us up as a powerhouse in the western side of the country due to the lack of competitions out here. Furthermore, with there being all four major league teams here, we could work to expand it to the NFL, MLB, and NHL in the future after the first few successful years of the NBA. We also have a ton of retired sports professionals and athletes that live in AZ, so we are even better situated than some of those other schools that hold these kinds of events. Fordham and Tulane are also similarly ranked and normally viewed as our equal, but those schools, at least Tulane, may even have us beat in the Sport and Entertainment concentration. This event could begin to make us a more known school for sports and entertainment. Additionally, since the event is open to the public/undergrad students, it can also serve as a recruitment tool.

It is important for the Black Law Students Association to be a part of an event like this because one of the main things that we are focusing on at school and in the larger Phoenix legal community this year is visibility. Black players make up around 70% of the actual NBA players and only less than 10% of front office staff. A part of this is because we aren't usually in spaces that allow us to meet people and make the connections we need to obtain these positions. Our organization alone has at least seven members who are interested in working sports and entertainment and this competition/event provides an excellent opportunity for BLSA to engage its members, promote education and diversity, raise funds for its initiatives, and strengthen connections within and beyond the organization. It showcases the importance of embracing a wide range of interests and backgrounds within the BLSA community while also fostering personal and professional development among its members.



The Corporate and Business Law Society (CABLS) fully supports the NBA Trade competition and its mission. From the corporate and business side of the law, this event will open the door to the sports industry in its entirety, which maintains both transactional and litigation pieces. This sector of the law is of deep interest to many CABLS students and practitioners, while many never actually get to witness the inner workings of this process. This event will afford students the opportunity to develop their interests and skills within the sports and business side of the law. Moreover, the networking potential and reputational benefits associated with this event are unmatched as it will open the door for students to break into the industry in ways that we have seen students at schools like Tulane have access to.

This year one of WLSA's main goals is to expand informational and network opportunities for its members, especially in male dominated fields and those with higher barriers to entry. We are collaborating with this event specifically to open doors for our members to legal professionals in the sports industry, where women are traditionally underrepresented. We believe it is a great opportunity for our members to learn more about the field during the panel event and make connections during the networking event in a legal field where they may not have much access otherwise. The WLSA Board is excited to participate and hopes you will join in supporting this opportunity.



The Sports & Entertainment Law Journal at ASU strongly supports the NBA Trade Deadline Competition organized by Kyle Goodier. ASU has cultivated a glowing reputation in the sports law world, but has not yet hosted a competition like this one. Other preeminent sports law programs, like Marquette and Tulane, have been hosting their own annual sports negotiation competitions for several years. Beyond the reputational benefit, we believe that this competition would create various educational and professional development opportunities for our students. Negotiation is a crucial skill in the legal field and a real competition is a perfect way for students to put their abilities to the test. Furthermore, many of the judges that Kyle has recruited for this event are major players in NBA front offices. Participants will receive invaluable feedback from professionals at the top of this industry who negotiate deals in the hundreds of millions of dollars range on a regular basis. Additionally, the opportunity to network with these professionals is not one that is easy to come by. Contacting any of the judges usually requires a mutual connection in the industry, something that not all students enjoy. On top of this, Kyle has partnered with several prominent law firms to sponsor the event, many of whom have expressed interest in recruiting students that participate in the competition.

SELJ at ASU would be honored to lend our name and assistance to the NBA Trade Deadline Competition however we can. We hope that the ASU Law administration seizes this opportunity to bolster both the school's standing in the sports law world and the students' access to the best opportunities that we can create.

4. The Growth Potential Is Tremendous:

There is sponsorship potential that extends to the Phoenix Suns and the National Basketball Association itself. Our team has already touched base with the entities listed below about prospective sponsorship. Each of these organizations is a prospective sponsor for subsequent years that was hesitant only because this is the first year doing the event or because there was a time constraint issue.

